



News Release

US Army Corps Of Engineers

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LOS ANGELES DISTRICT PA TEAM WINS MARCOME AWARDS

LOS ANGELES—The Public Affairs Office of the Los Angeles District of the U.S. Army Corps of Engineers has won four prestigious MarCom Creative Awards for 2005 in the public relations and advertising firm's annual contest.

The team of Jennie Salas, a journalism graduate of California State University-Long Beach, and Jay Field, a retired U.S. Army sergeant major, received a Platinum Award in Marketing/Promotion for their communications strategy, including a video, a presentation, individual letters, a project Web site and a public town meeting. All of the team's elements showed how the Corps of Engineers successfully met the challenge of relocating civilian families from Wherry Housing at Camp Navajo in Arizona. Congress had expressed intense interest in the relocation project.

A former U.S. Army depot, Camp Navajo is now operated by the Arizona National Guard, which had no need for the 50-year-old military housing; civilians had lived there for many years. The communications campaign showed how the Corps helped relocate several dozen civilian families, including several elderly long-term residents, entitled to assistance and benefits under federal law.

MarCom Creative Awards, a unit of the Marcom Group Inc., Fairfax, Va., said the "prestigious Platinum Award is presented to those entries judged to be among the most outstanding entries in the competition. Platinum winners are recognized for the excellence in terms of quality, creativity and resourcefulness." The PR/ad agency said about 15% of entries into its annual contest won the award.

Receiving Gold Awards were the District newsletter, Newcastle, for its special "Back from Iraq" issue, whose editor is Public Affairs Chief Dr. Fred-Otto Egeler; and "Earth Day," a 2005 poster showing the Corps' environmental contributions which was conceived, designed and executed by Kim Matthews, assistant editor of Newcastle and a student intern in the Public Affairs Office. The Gold Award, MarCom said, is presented "to those entries judged to exceed the high standards of the industry," with some 16% of entries winning it.

The "Back from Iraq" Newcastle issue in 2004 focused on the stories of eight Los Angeles District team members who had volunteered for service in Iraq or Afghanistan in the Global War on Terror. Dr. Egeler, a decorated U.S. Army Vietnam veteran, conceived the idea of the special issue. Matthews, a graphics design/journalism major at East Los Angeles College, and herself a U.S. Army veteran, has been with the Public Affairs Office more than three years.

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“Dam Tenders,” a Newcastle feature article on the men who monitor the Los Angeles District’s dams, won an Honorable Mention award from MarCom.

MarCom said Platinum and Gold winners come from advertising and public relations agencies, corporate communication departments, educational institutions, government entities, designers, writers, video production professionals, broadcast and cable operations and others.

The MarCom Group is a marketing agency offering research, consulting, branding and identity, public relations, meeting and event management, ads and print materials, exhibit design, interactive media, Web development, film and video and recruitment.

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